



STATE OF WEST VIRGINIA  
OFFICE OF THE ATTORNEY GENERAL  
DARRELL V. MCGRAW, JR.  
CONSUMER PROTECTION DIVISION  
1-800-368-8808 or 304-558-8986

# Press Release

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April 2, 2002

FOR IMMEDIATE RELEASE CONTACT: Jill Miles  
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**ATTORNEY GENERAL DARRELL V. MCGRAW, JR. SETTLES  
WITH SERENITY SEAS SALON AND SPA, INC., A  
FULL-SERVICE SALON LOCATED IN SOUTH CHARLESTON.  
CONSUMERS WHO PURCHASED GIFT CERTIFICATES AND  
NEVER RECEIVED SERVICES WILL RECEIVE A FULL REFUND.**

Attorney General Darrell V. McGraw, Jr., settled today with Serenity Seas Salon and Spa, Inc., and its officers, Martha P. Cavender, Joseph M. Cavender and Heather D. Cavender. The settlement agreement alleges that Serenity Seas sold gift certificates to consumers when it knew or should have known that it would no longer be open for business for consumers to redeem their gift certificates.

Serenity Seas continued to sell gift certificates to consumers through June 28, 2001, even though it planned to discontinue business on July 1, 2001. When consumers attempted to redeem their gift certificates prior to July 1, 2001, no appointments for services were available. Consumers who attempted to secure a refund were also unsuccessful. Some time in late June or early July, the business shut its doors forever, leaving several consumers without the goods or services they had purchased.

"When a business takes consumers' hard-earned money for services it knows will never be provided, the company has engaged in a blatant violation of the consumer protection laws of this state," Attorney General McGraw explained. "Such unlawful activity will not be tolerated."

Under the terms of the settlement, Serenity Spas will make monthly payments to the State of West Virginia for 18 months and will guarantee that every consumer who has filed a complaint with the Attorney General's office will receive a full refund.

If you have purchased a gift certificate from Serenity Seas Salon and Spa, Inc., and have been unable to redeem it or secure a refund, please contact Attorney General McGraw's Consumer Protection Division at 304-558-8986 or 1-800-368-8808 or by printing a complaint form from this web site.

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